

ORDER



Orders
Order / Rev: 707548
Alt Order #:
Product Desc: Flight 8/20-8/21, 2012
Estimate:
Flight Dates: 08/20/12 - 08/21/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency
Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Sinema, K/ D/ Congress
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	4	\$2,650.00	\$2,252.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	4	\$2,650.00	\$2,252.50	0.00
Totals	4	\$2,650.00	\$2,252.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KPNX	20%	\$2,650.00
Market	100%	\$13,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPHO	0%	\$0.00
KPPX	0%	\$0.00
KSAZ	0%	\$0.00
KTFL	0%	\$0.00
KTVK	0%	\$0.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	80%	\$10,600.00

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Advertiser: Sinema, K/ D/ Congress
 Product Desc: Flight 8/20-8/21, 2012
 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
N 1	KPNX	08/20/12	08/20/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	M-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	M-----		1		\$450.00		0.00					
N 2	KPNX	08/21/12	08/21/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$300.00	P-2	0.00 NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-T-----		1		\$300.00		0.00					
N 3	KPNX	08/20/12	08/20/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	M-----		1		\$600.00		0.00					
N 4	KPNX	08/21/12	08/21/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$1,300.00	P-2	0.00 NM	1	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	-T-----		1		\$1,300.00		0.00					
*Tax 1 Note: Tax 0.5%.													Totals	4	\$2,650.00

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